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FOR IMMEDIATE RELEASE

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Coastal Cleanup Day Presented by the California Coastal Commission -
Results with 75% of cleanup sites reporting

Thousands of Californians Aim For A Clean Sweep At the 18th Annual California Coastal Cleanup Day

(San Francisco) Tens of thousands of Californians scoured our beaches, shorelines, and inland locations to pick up trash and debris this morning, combing over 450 sites and collecting hundreds of tons of trash. These volunteers took part in the California Coastal Commission's 18th Annual California Coastal Cleanup Day, part of the International Coastal Cleanup organized by The Ocean Conservancy. Beach and inland waterway cleanups took place up and down the California coast, from Mexico to the Oregon border, around San Francisco Bay, and at sites as far inland as Lake Tahoe and the San Joaquin River.

With 75% of the cleanup sites reporting, the statewide count stands at 36,350 volunteers, who picked up 511,644 pounds of trash and an additional 105,241 pounds of recyclable materials, for a total of 616,885 pounds of debris.

Past Coastal Cleanup Day data tell us that most (between 60-80%) of the debris on our beaches and shorelines comes from inland sources, traveling through storm drains out to the beaches and ocean. Rain—or even something as simple as hosing down a sidewalk—can wash cigarette butts, bits of styrofoam, pesticides, and oil into the storm drains and out to the ocean. The California Coastal Commission is asking all Californians to take responsibility for making sure trash goes where it belongs—securely in a trashcan, recycling bin, or a hazardous waste dump when appropriate.

Fetzer Vineyards provided major sponsorship for this year's California Coastal Cleanup Day. In addition, Fetzer will present two \$500 awards for the most unusual items found at the cleanup—one for coastal California and one for inland California. ***The Fetzer Award for the Most Unusual Item*** in coastal California will be awarded to the volunteer who found the sole of a hobnail boot, believed to originate from the Civil War era, at East Fort Baker in Marin County.

For Inland California, the ***Fetzer Award for the Most Unusual Item*** goes to the volunteer who found an old miner's lunch pail along the Yuba river in Nevada County.

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Results from last year: In 2001, 37,017 volunteers picked up 688,447 pounds of trash and recyclables statewide on Coastal Cleanup Day. For the seventeenth straight year, cigarette butts were the most common item found (over 297,000 were picked up in 2001). Last year's winner of the "Most Unusual Item" contest was a Barbie doll, dressed in a homemade string bikini, standing on a floating raft doing the hula. The floating raft was decorated with a fishing bobber. The item was found on the Berkeley Marina shoreline.

Those who were unable to make it to the beach for Coastal Cleanup Day can show their support for the coast by purchasing a Whale Tail Coastal Protection License Plate. The plate was developed as a way for the public to directly contribute to the Coastal Commission's Adopt-A-Beach Program, Coastal Cleanup Day, and other coastal and marine education programs throughout the state. The plate features a beautiful gray and blue illustration of a whale's tail by the prominent environmental artist Wyland, and is issued by the Department of Motor Vehicles. It costs \$50 more than the usual registration fee for the first year and only \$40 for annual renewal. For an application, visit www.ecoplates.com, call 1-800-COAST-4U, or go to a local DMV or AAA office.

This statewide event is coordinated by the California Coastal Commission's Adopt-A-Beach Program and hundreds of local non-profits and governmental agencies throughout the state. Coastal Cleanup Day receives major sponsorship from Fetzer Vineyards. Statewide Sponsors include: Oracle Corporation, See's Candies, Bank of America, Universal Studios, Starbucks Coffee Company, Eleven, and Duncan Channon Advertising.

Northern California Media Sponsors include: KGO Newstalk AM 810, KPIX TV, San Francisco Magazine, Contra Costa Newspapers/Hills Newspapers, CD93/KMBY.

Southern California Media Sponsors include: KEARTH Radio, KABC TV, Daily Pilot, KYYX Radio, OC Metro/OC Family, and The Log.

Coastal Cleanup Day 2002 is supported by the California Coastal Commission, California State Parks Foundation, and The Ocean Conservancy.

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